



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

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## Canada

### Promotion Opportunities

### Wine and Spirits Shows

## 2001

Approved by:

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**U.S. Embassy**

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#### **Report Highlights:**

**This Wine and Spirits Shows report is one in a series of upcoming Promotional Opportunities reports highlighting specific sectors. Other reports in this series include Food and Beverage Shows, Livestock Shows, Pet Shows, Poultry Shows, Nursery Product Shows and Wood Product Shows.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Annual Report  
Ottawa [CA1], CA

This Wine and Spirits Shows report is one in a series of upcoming Promotional Opportunities reports highlighting specific sectors. Other reports in this series include Food and Beverage Shows, Livestock Shows, Pet Shows, Poultry Shows, Nursery Product Shows and Wood Product Shows.

Shows with USA Pavilions and FAS endorsement are highlighted by an asterisk. For further information on participation in these shows please contact the FAS office at the U.S. Embassy in Canada at agottawa@fas.usda.gov.

## **Wine and Spirits Shows**

### **Alberta Liquor Store Association Annual Convention & Tradeshow**

Apr 13-14, 2002

Capri Hotel, Red Deer, AB

Type of Show: Trade  
Established: 1994  
Objectives: To offer a liquor retailing exhibition and show for the industry.  
Products Displayed: Beer, wine and spirits.  
Attendance: 950  
Exhibitors: 100  
Net Space: 30,000 sq.ft.  
Rates: Min. booth 10' x 10' Rates on request.  
Show Manager: John Szmulas.  
Show Producer: Alberta Liquor Store Association, 4990-92nd Ave., Ste. 107, Edmonton, AB T6B 2V4 Phone: (780) 463-7734. Fax: (780) 463-5280.

### **Port of Wines Festival**

Nov 8-10, 2001

World Trade Centre, Halifax, NS

Type of Show: Trade & Consumer  
Products Showcased: Wines from 13 countries, 274 varieties of red wines, white wines, sparkling wines.  
Attractions: Seminars, wine tasting, "behind the scenes" of wine making  
Attendance: 2,000  
Exhibitors: Well over 100  
Rates: By individual wines, \$160 per wine, 4wines - 6 ft table.  
Show Manager: Peter Rockwell, Hector Saulnier  
Show Producer: Nova Scotia Liquor Commission, 93 Chain Lake Drive, Bears Lake Business Park, Halifax, NS B3S 1A3. Phone: (902) 450-5932. Fax: (902) 450-1255 <http://www.nsliquor.ns.ca>.  
Official Sponsor(s): Nova Scotia Port of Wines Festival.

**Niagara Grape & Wine Festival's Annual Artisan & Craft Show and Sale**

Sep 21-30, 2001

Montebello Park, St. Catharines, ON

Type of Show: Trade & Consumer  
Established: 1975  
Objectives: To provide a grape and wine festival to those in the industry as well as the general public.  
Products Displayed: A variety of handcrafted items.  
Attractions: Two parades, wine tastings and children's activity areas.  
Attendance: 10,000  
Exhibitors: 100  
Net Space: 14,400 sq.ft.  
Rates: Min. booth 12' x 12'; \$150' \$125 (early-bird fee) - 1999 rate.  
Show Manager: Gerry Ginsberg.  
Show Producer: Niagara Grape & Wine Festival, 8 Church St., Ste. 100 St. Catharines, ON L2R 3B3 Phone: (905) 688-0212. Fax: (905) 68-2510 E-mail: [vidal@niagarafest.on.ca](mailto:vidal@niagarafest.on.ca) <http://www.grapeandwine.com>.  
Future Dates: Sep 20-29, 2002

**Toronto Gourmet Food & Wine Expo**

Nov 16-18, 2001

South Building, Metro Toronto Convention Centre, Toronto, ON

\*CAEM Member

Type of Show: Consumer  
Established: 1995  
Objectives: A show to introduce new and unique food and beverage products to the consumer and provide education for those interested in fine wines and gourmet cooking.  
Products Displayed: Wines from around the world, gourmet food and accessories.  
Attractions: Tutored tasting program, celebrity chefs, gourmet kitchen, on site LCBO outlet.  
Attendance: 20,000  
Exhibitors: 150  
Net Space: 50,000 sq.ft  
Rates: Min. booth 10'x 10' \$1,400.  
Show Manager: Megan Perry.  
Show Producer: Winexpo Productions Inc., 175 The West Mall, Toronto, ON M9C 1C2 Phone: (416) 620-0121. Fax: (416) 620-4299 E-mail: [sales@wineexpo.ca](mailto:sales@wineexpo.ca) <http://www.wine-expo.com>.  
Official Service Contractor(s): Freeman Decorating Company.  
Official Sponsor(s): Toronto Life.

## **Ottawa Wine and Food Festival**

Nov 2-4, 2001

Ottawa Congress Centre, Ottawa, ON

Type of Show: Consumer  
Established: 1985  
Objectives: To provide a direct marketing opportunity by attracting middle and upper income consumers and the wine and food industry.  
Products Displayed: Wine, other alcoholic beverages and food from around the world.  
Attendance: 25,000  
Exhibitors: 160  
Net Space: 67,000 sq.ft.  
Rates: Min. booth 10' x 10' \$1290.  
Show Manager: Halina Player.  
Show Producer: Player Expositions International, 225 Clemow Ave., Ottawa, ON K1S 2B5 Phone: (613) 567-6408. Fax: (613) 567-2718.  
Official Service Contractor(s): P.M. Displays.

## **Toronto Wine & Cheese Show**

Mar 22-24, 2002

International Centre, Mississauga, ON

Type of Show: Consumer  
Established: 1984  
Objectives: To provide an opportunity for consumers to sample and compare wines, beers, spirits and specialty foods from around the world, and a variety of government cuisines from a number of different restaurants.  
Products Displayed: Canadian and imported wines, beer, liquor, cheeses and specialty foods, restaurant cuisines, accessories and services.  
Attractions: Wine, beer, liquor, and food seminars, Cigar Lounge Demonstration, Kitchen and a Fine Wine Preview.  
Attendance: 30,000  
Exhibitors: 250  
Net Space: 100,000 sq.ft.  
Rates: Min. booth 10'x 10' \$1,500.  
Show Manager: Ralph Weil.  
Show Producer: MSP Shows Inc., 298 Sheppard Ave. E., Willowdale, ON M2N 3B1  
Phone: (416) 229-2060 x 224. Fax: (416) 223-2826 E-mail: weil@meteorshows.com.  
Official Service Contractor(s): Ainsworth Electric Co., GES Canada, Lounge Transportation & Storage.

**SIAL Montréal (\*USA Pavilion)**

April 2-4, 2003

Palais des Congrès de Montréal, Montréal, QC

Attendance: 10,000 - 12,000  
Exhibitors: 850  
Net Space: 170,000 pi<sup>2</sup>  
Show Producer: IMEX Management Inc., 505 East Boulevard, Ste. 200 Charlotte, North Carolina 28203 USA Phone: (704) 365-0041. Fax: (704) 365-8426 E-mail: info@imexmgt.com.

**World Wine Festival**

Nov 12-18, 2001

Delta Deasejour, Moncton, NB

Type of Show: Trade & Consumer  
Products Displayed: Fine wines  
Attendance: Over 5,000  
Exhibitors: Over 30  
Rates: Min. booth 10' x 10' \$250, \$200 for extras.  
Show Manager: George Wybouw  
Show Producer: George Wybouw, 102 Ammon Rd., Ammon, NB E1G 3P1 Phone: (506) 859-4133.  
Future Dates: 2002 Nov 10-17

**The Canadian Food & Beverage Show (\*USA Pavilion)**

Feb 17-19, 2002

International Centre, Mississauga, ON

\*CAEM Member

Type of Show: Trade  
Established: 1987  
Objectives: To promote food and beverage products to the foodservice industry.  
Products Displayed: Variety of food and beverage products for the hospitality industry.  
Attendance: 10,700  
Exhibitors: 350  
Net Space: 65,500 sq.ft.  
Rates: Min. booth 10' x 10' \$14.40/sq.ft.  
Show Manager: Pawla Lunney.  
Show Producer: Canadian Restaurant & Foodservices Association, 316 Bloor St. W., Toronto, ON M5S 1W5 Phone: (416) 923-8416. Fax: (416) 923-1450 1-800-387-5649 E-mail: plunney@crfa.ca <http://www.ofbshow.com>.  
Official Service Contractor(s): Freeman Decorating Company.

## **Rocky Mountain Wine & Food Festival**

Oct 11-13, 2001

Stampede Park, Calgary, AB

Type of Show: Consumer  
Products Showcased: Canadian whiskey, Canadian wines, various Canadian alcoholic products.  
Attractions: Hourly seminars and demonstrations on food and alcoholic products, coffee blend education.  
Attendance: 10,000  
Exhibitors: 80  
Net Space: 50,000 sq.ft.  
Rates: \$950 for 100 sq.ft.  
Show Manager: Michael MacDougall  
Show Producer: Michael MacDougall, 100, 1039 17<sup>th</sup> Ave. SW, Calgary, AB T2T 0B2.  
Phone: (403) 714-0384. Fax: (403) 270-7172.  
Official Service Contractor(s): Stampede Display.

## **Sante Wine Festival**

May 1-4, 2002

Bloor-Yorkville Area, Toronto, ON

Type of Show: Trade & Consumer  
Products Showcased: Wines  
Attractions: 75 wineries, wine tastings, dinners, meet the winemakers, lifestyle events, Sip Saver events.  
Attendance: 5,000  
Exhibitors: 75  
Show Manager: Susan Puff  
Show Producer: Susan Puff, 1049 Logan Ave., Toronto, ON M4K 3G2 Phone: (416) 423-4373. Fax: (416) 467-7307 E-mail: spuff@home.com.

**Vancouver Playhouse International Wine Festival**

April, 2002

Vancouver Convention Centre, Vancouver, BC

Type of Show: Trade & Consumer

Attractions: Wines from Spain, guest speaker Jeremy Watson, 600 wines from 15 countries, winemakers dinner, specialty tastings, educational seminars, brunches, gala and dinner auction, (live and silent), owners, winemakers and senior representatives from specialty selected participating wineries, wine and food pairing experiences.

Attendance: 12,000

Exhibitors: 160

Rates: Without wine donation to auction - \$500 for 10' x 10'; with wine donation to auction - \$300 for 10' x 10'.

Show Producer: Kathy Swangard, 160 West 1<sup>st</sup> Avenue, Vancouver, BC V5Y 1A4.  
Phone: (604) 872-6622. Fax: (604) 872-6632 E-mail: winefest@bc.sympatico.ca <http://www.winefest.mybc.com/>.

Official Sponsor(s): Chubb Insurance Company of Canada, Canadian Airlines, MCL Motor Cars (1992) Ltd., The Vancouver Sun, Vancouver Magazine, CHQM-FM (103.5), BCTV, Telus, Populuxe Digital Media, Freybe Sausage, Venice Bakery, Kraft Cheese, Starbucks Coffee and Tea, BC Transit, ICBC and the British Columbia Liquor Distribution Branch, The British Columbia Liquor Distribution Branch, Local Consulates and Trade Commissions, Wine Agents, Winery Associations, YourWineStore.com and numerous other partners who support the Festival each year through in-kind product or service contributions.

Official Service Contractor(s): Vancouver Convention and Exhibition Centre.

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Contact FAS/Ottawa by e-mail: [usagr@istar.ca](mailto:usagr@istar.ca)

**Related FAS/Ottawa reports:**

Report Number	Title of Report	Date
CA9016	Marketing In Canada	2/18/99

<b>CA9141</b>	<b>Food Product Export Opportunities in Western Canada</b>	<b>12/23/99</b>
<b>CA9142</b>	<b>Western Canada Retail Study</b>	<b>12/23/99</b>
<b>CA0001</b>	<b>Eastern Canada Retail Study</b>	<b>1/05/00</b>
<b>CA0004</b>	<b>Bakery Products I: Sweets</b>	<b>1/20/00</b>
<b>CA0006</b>	<b>Bakery Products II: Bread, Rolls, etc.</b>	<b>1/24/00</b>
<b>CA0007</b>	<b>Food Product Export Opportunities in Eastern Canada</b>	<b>1/31/00</b>
<b>CA0032</b>	<b>Agent/Distributor Directory -Eastern Canada</b>	<b>3/21/00</b>
<b>CA0047</b>	<b>Hotel, Restaurant, Institutional Foodservice Sector Report - Eastern Canada</b>	<b>4/19/00</b>
<b>CA0050</b>	<b>Agent/Broker Directory - Western Canada</b>	<b>4/19/00</b>
<b>CA0081</b>	<b>Food Product Export Opportunities in Eastern Canada - Report II</b>	<b>6/20/00</b>
<b>CA0082</b>	<b>Canada Connect (Matchmaker Program)</b>	<b>6/26/00</b>
<b>CA0127</b>	<b>HRI Foodservice Sector - Western CA</b>	<b>8/25/00</b>
<b>CA0135</b>	<b>Private Label Grocery Opportunities</b>	<b>9/11/00</b>
<b>CA0174</b>	<b>Pet Food Industry Product Brief</b>	<b>11/6/00</b>
<b>CA1002</b>	<b>Grocery Innovations Canada</b>	<b>01/04/01</b>
<b>CA1021</b>	<b>Food Products Marketing Opportunities</b>	<b>02/14/01</b>
<b>CA1054</b>	<b>SIAL Montreal 2001 Evaluation</b>	<b>04/02/01</b>
<b>CA1055</b>	<b>Canada Connect - Progress Report</b>	<b>04/02/01</b>
<b>CA1058</b>	<b>Grocery Showcase West 2001- Evaluation</b>	<b>04/02/01</b>

<b>CA1059</b>	<b>Canadian Food &amp; Beverage Show 2001 - Evaluation</b>	<b>04/02/01</b>
<b>CA1069</b>	<b>Meal Solutions Product Opportunities</b>	<b>05/09/01</b>
<b>CA1093</b>	<b>Canadian Taste for Imported Beer, Wine and Spirits</b>	<b>07/05/01</b>
<b>CA1114</b>	<b>CGSB Releases Draft Standard For the Voluntary Labeling of Foods Derived from Biotechnology</b>	<b>08/17/01</b>
<b>CA1117</b>	<b>Update Canadian Biotech Food Labeling</b>	<b>08/27/01</b>
<b>CA1126</b>	<b>Exploring Canada's Food Manufacturing Industry</b>	<b>09/18/2001</b>
<b>CA1128</b>	<b>Wine &amp; Spirits Promotional Opportunities</b>	<b>9/19/01</b>
<b>CA1130</b>	<b>Food &amp; Beverage Promotional Opportunities</b>	<b>9/20/01</b>
<b>CA1131</b>	<b>Nursery Product Promotional Opportunities</b>	<b>9/20/01</b>
<b>CA1132</b>	<b>Pet Show Promotional Opportunities</b>	<b>9/20/01</b>
<b>CA1133</b>	<b>Poultry Show Promotional Opportunities</b>	<b>9/20/01</b>
<b>CA1134</b>	<b>Livestock Promotional Opportunities</b>	<b>9/20/01</b>
<b>CA1135</b>	<b>Wood Product Promotional Opportunities</b>	<b>9/20/01</b>